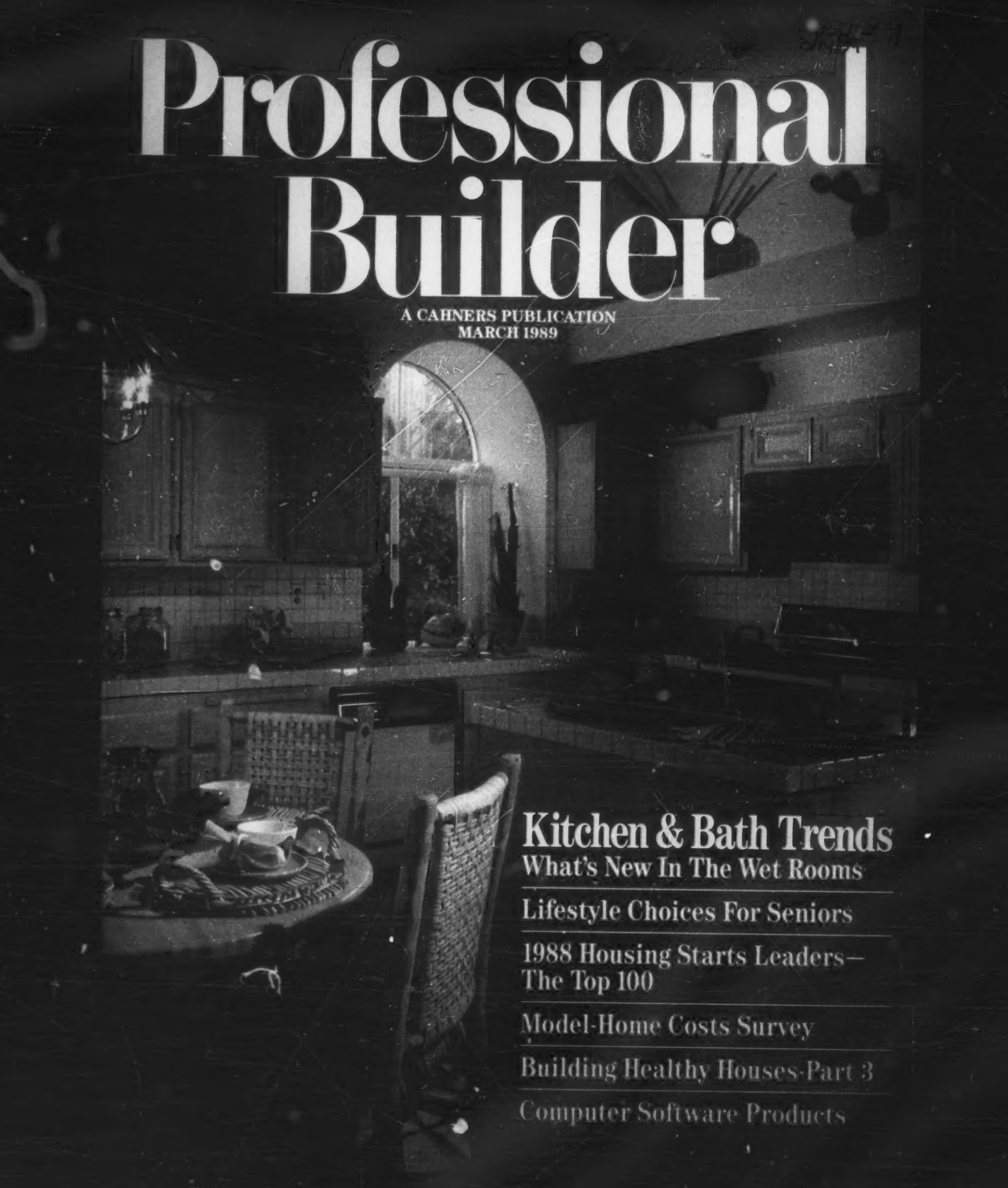
Professional Builder

A CAHNERS PUBLICATION
MARCH 1989



Kitchen & Bath Trends
What's New In The Wet Rooms

Lifestyle Choices For Seniors

1988 Housing Starts Leaders—
The Top 100

Model-Home Costs Survey

Building Healthy Houses-Part 3

Computer Software Products

Professional Builder

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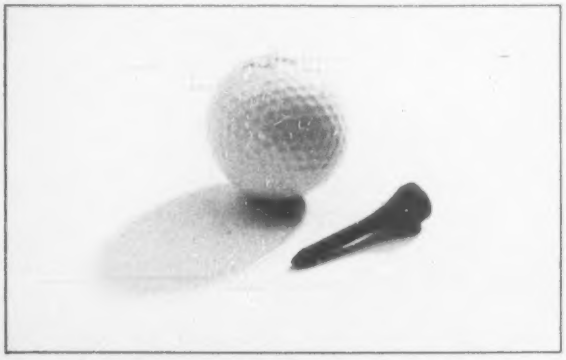
THE MAGAZINE OF HOUSING AND LIGHT CONSTRUCTION/A CAHNERS PUBLICATION

A crackling fire warms a master bathroom. Such a custom touch is one trend we see in kitchens and baths in newly built housing. Page 118.



Lifestyle sells seniors housing today, whether it's a golfing community for active seniors or a lifecare facility for the elderly. Page 134.

One hundred builders accounted for 17 percent of the housing starts in the United States last year. A look at who they are and what they built. Page 144.

FEATURES

Trends From Kitchens & Baths 118

Geometry, nostalgia, rich surfaces, decorative tile, custom touches, bold windows and natural lighting are some of the trends seen in builders' best-selling model houses.

PB editors Sue Bady and Eric Benderoff visit two dozen kitchens and baths and describe the elements that turn "be backs" into buyers.

Lifestyle Choices For Seniors 134

One thing builders have learned is that those aged 55 and older are not a homogenous group. There are distinct submarkets, defined by physical well being, mental outlook and lifestyle.

This 10-page report shows what's working around th country in the way of housing for seniors. Central to success in this market is to know what buyers want and expect. PB editor Eli Adams tours for-sale and rental housing. In North Carolina, Oaks Development builds three products within the same community—independent-detached and attached housing and group living for the physically impaired. A Las Vegas builder first conducted focus-group interviews to learn what active seniors want.

The Giant 100 144

Last year, 100 builders accounted for nearly 17 percent of all housing starts. This exclusive special report identifies the nation's largest builders.

Trammel Crow Residential Cos. tops the list with nearly 13,000 starts—12,000 in rentals. The Ryland Group built the most for-sale housing in 1988—almost 9800 units. This in-depth report shows number of for-sale detached and attached housing starts as well as rental housing starts.

Remodeling Project Of The Month 155

A San Diego house gets a new lease on life. Thomas Construction retained the old and added the new in this 2300-square-foot house. The two-level home is connected by a dramatic winding staircase.

On the Cover

Bold window, sloping ceiling and the clean look of ceramic tile brighten this kitchen at California Ridge, built and designed by Kaufman and Broad. Color Design Art merchandised the houses, which sell from $142,000. Photo by Glen Allison.

Professional Builder

THE MAGAZINE OF HOUSING AND LIGHT CONSTRUCTION/A CAHNERS PUBLICATION

Buyers will camp out when a builder offers value. Page 55.

Model homes—who uses them? How are they used? Associate editor Sue Bady analyzes exclusive PB survey results and interviews builders who sell from models. Page 24. **Apartment builder** achieves 50 units to the acre with four-story buildings over two levels of underground parking. Page 32. **Building healthy houses.** In part three of our series, Dan McLeister discusses controlling lead-based paint in remodeling. Page 85. **Vermont ski condos** on a difficult site are built from panelized packages. Page 96.

Computer software plus power tools. Page 170.

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Yes! New homes pay their way in balanced growth.

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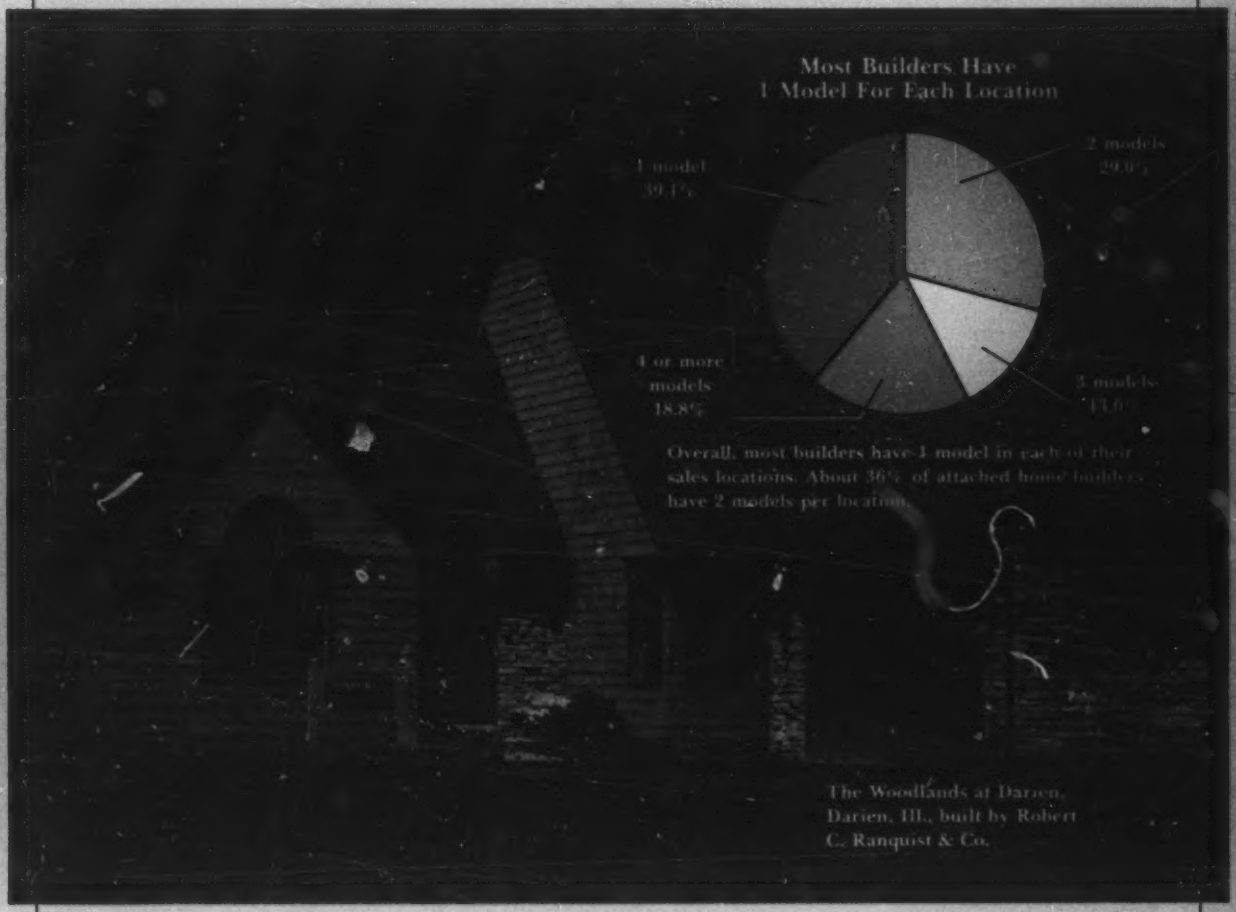
Selling From Model Homes

Judging from the results of PB's 1988 survey, a large proportion of builders recognize the selling value of models.

By Susan Bady, Associate Editor



Photos: Jon Smith/Photosmith

The Woodlands at Darien, Darien, Ill., built by Robert C. Ranquist & Co.

The model house is one of the builder's best selling tools. About 53 percent of all builders who responded to *Professional Builder*'s 15th annual consumer/builder survey said they use models.

The number of attached home builders who use models is even higher (77.3 percent), while 34.2 percent of detached home builders say "yes" to models.

The major benefit of a model is that it gives prospective buyers a real perspective on how a furnished home looks, said Arnold M. Karp, vice president of Mallards Landing Development Corp., Stamford, Conn. About 90 percent of the builders in his local market have models, Karp said.

Features that turn buyers on include microwave ovens, wall-to-wall carpeting, cathedral ceilings, skylights and fireplaces, said Karp. The fireplace option is so appealing that most buyers take it even if they don't intend to use it, he said.

T.G. Michael, assistant project manager for Hugh E. DeFazio, Jr. & Associates, Dover, N.J., said models provide an incentive to buy. Prospects are fascinated by window treatments, fixtures, lighting and spacious bedrooms and closets, Michael said.

It makes sense, therefore, for builders to plan their models carefully and invest in good merchandising. The planning process takes six months to a year for 44 percent of builders, and they spend an average of $22,840 to furnish and decorate each model.

Donovan M. Kundiger, owner of First Manhattan Builders, Manhattan, Kan., is a custom builder with his own design studio. Kundiger builds and sells speculative homes. Few builders in his local market have models, he said.

While finding a qualified firm to merchandise models is difficult in that area, Kundiger feels furnished homes sell better than unfurnished ones.

"A decorated model gives buyers a better feel for room sizes and the spatial relationships of furniture," he said. "They can't get that from a plan drawn to a quarter-inch scale."

Respondents to the PB survey agree with Kundiger. About 79 percent furnish their model homes. Nearly 74 percent said their models were fully landscaped as well.

Complete copies of the consumer and builder surveys are available. Cost is $320 each for the consumer or builder portion; $450 if purchased together. Send check or money order to: Consumer Survey, *Professional Builder*, P.O. Box 5080, Des Plaines, Ill. 60017-5080.

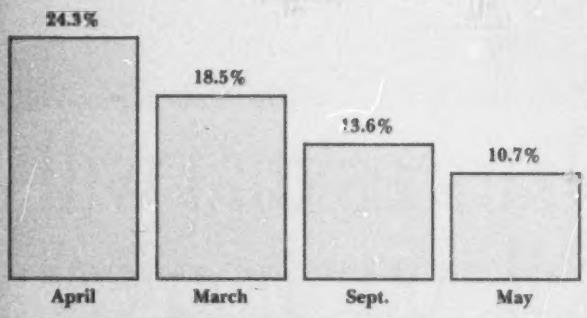
Continued on page 28

Photo: WLMW Advertising

Custom Living's Pine Brook Village, Lincoln Park, N.J.

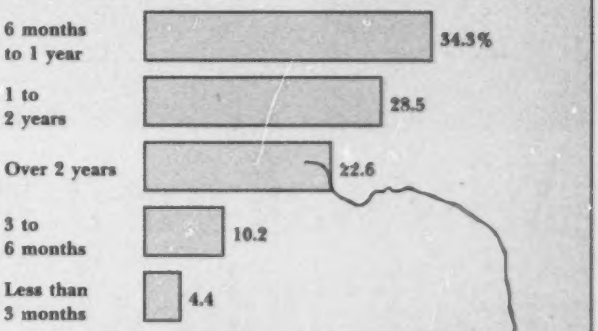
Most New Models Are Introduced In April

Builders generally introduce their new models during the spring and fall. About one-fourth of builders open new models in April.



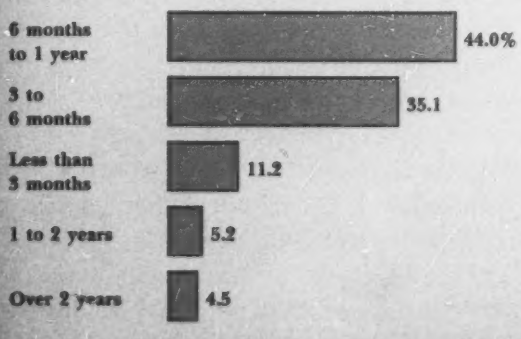
Models Are Used For 6 Months To 2 Years

Builders get lots of mileage out of their models. A little over one-third use them from 6 months to a year; about 28% use them for 1 to 2 years.



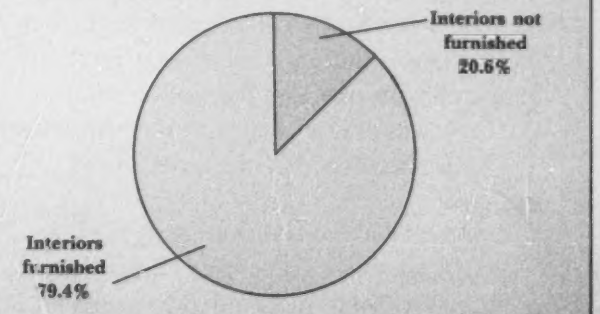
Planning Can Take As Long As A Year

Nearly half of all builders plan models 6 months to a year in advance of introduction.



Furnished Models Are The Way To Go

Builders who furnish their models are clearly in a majority. About 88% of attached home builders do it, as opposed to about 70% of detached home builders.

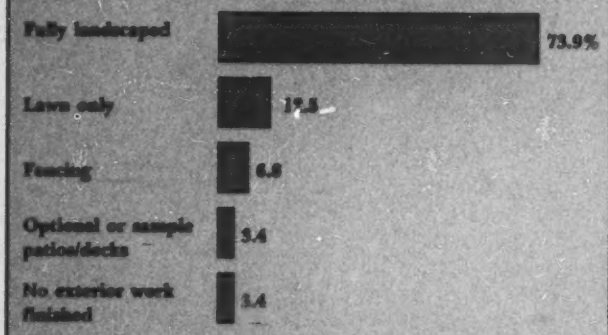


Costs of doing business: the model home

Continued from page 25

Most Models Are Fully Landscaped

Most builders provide full landscaping around their models. The rest provide lawns or fencing. A few install patios or decks.



Models Are A Big Investment

Builders don't stint on furnishing and decorating their models. The average expenditure per model is $22,840.

Cost per model	All builders
Under $10,000	17.0%
$10,000-$14,999	15.0
$15,000-$19,999	15.0
$20,000-$49,999	44.0
$50,000 and over	9.0

Average Landscaping Cost Is $6555

About 31% of all builders said they spent less than $3000 on exterior landscaping, but almost 12% reported spending $15,000 and up.

Cost per model	All builders
Under $3000	31.2%
$3000-$4999	21.1
$5000-$9999	26.6
$10,000-$14,999	9.2
$15,000 and over	11.9

Where's The Sales Center?

Inside the model, responded over half of all builders. The next most likely location is in the garage of a model.

Location	All builders
Inside model	53.6%
Garage	24.6
Company office	9.1
Specially built structure	7.3
Relocatable structure	2.7
Construction trailer	2.7

Sales Centers Can Be Economical Or Elaborate

The cost of building and decorating a sales center ranges from under $5000 to well over $20,000, builders said, with an average cost of $31,078.

Cost of sales center	All builders
Under $5000	28.6%
$5000-$9999	7.8
$10,000-$19,999	15.6
$20,000-$29,999	28.6
$30,000-$39,999	19.5

Window Area Averages 239 Square Feet

One-third of builders surveyed devote from 100 to 199 square feet to windows in their best-selling model.

Window area (square feet)	All builders
Under 100	15.8%
100-199	33.7
200-299	17.8
300-499	22.8
500 and over	9.9

1989 Housing Starts Leaders

THE GIANT 100

Trammell Crow Residential Cos. again is the nation's leading producer of housing starts. *Professional Builder*'s second annual Housing Starts Leaders report, the Giant 100, shows that the Dallas-based company started 12,932 housing units in 1988.

Crow, the largest privately held firm in this report, also started the most rental units in 1988. Largest builder of for-sale housing is the Ryland Group Inc., a multistate builder based in Maryland. Ryland, which is also this report's largest publicly held firm, sold 9795 units in 1988.

The purpose of this report is twofold—to acknowledge last year's leaders in housing starts and to serve as a preview of *Professional Builder*'s 22nd ANNUAL REPORT OF HOUSING'S GIANTS to be published in July. (That report will rank the nation's 400 largest builders based on revenues from housing sold, not started.)

In compiling this report, PB surveyed more than 2000 large-volume builders in December and January. They were asked how many units they started or expected to start in 1988 in three categories—detached for-sale housing, attached for-sale housing and rental apartments. The results were then tabulated and the Giant 100 selected.

Unlike PB's ANNUAL REPORT OF HOUSING'S GIANTS, this report does not include mobile home production. Thus, Giants such as Fleetwood Enterprises, Redman Industries, Skyline Corp. and Champion are not included here.

In some cases, builders were not able to provide starts information and reported sales instead. Or they provided starts estimates because they had not finished year-end reports. Those instances are footnoted.

Also, this report shows only housing started in the United States. Totals for Los Angeles-based Kaufman and Broad Home, therefore, do not include 2000 units started in France and Canada. And Coscan Development Corp.'s totals do not include 614 housing units started in Canada.

In all, the Giant 100 started 245,285 units, or about 17 percent of the 1.47 million units started in the nation last year. The Giant 100 started 157,702 for-sale units and about 87,583 rental apartment units. □

The Giant 100, © Professional Builder, 1989

Rank by starts	Company, location, principal officer	For-sale, detached units	For-sale, attached units	Rental units	Total 1988 Starts
1	**Trammell Crow Residential Co.** 2001 Ross Ave. Dallas, Texas 75201 J. Ronald Terwilliger	203	706	12,023	12,932
2	**Ryland Group Inc.** 10221 Wincopin Circle Columbia, Md. 21044 Charles E. Peck	7635	2160	0	9795[1]
3	**N.V. Ryan L.P.** 7601 Lewinsville Road McLean, Va. 22102 Dwight Schar	5019	3342	0	8361[2]
4	**Cardinal Industries Inc.** 2040 S. Hamilton Road Columbus, Ohio 43232 Austin E. Guirlinger	87	0	7314	7401
5	**PHM Corp.** (formerly Pulte Home) 33 Bloomfield Hills Parkway Bloomfield Hills, Mich. 48013 James Grosfeld	6161	1088	0	7249[3]
6	**U.S. Home Corp.** P.O. Box 2863 Houston, Texas 77252 Robert J. Strudler	4337	1961	0	6298
7	**Centex Corp.** 3333 Lee Parkway Dallas, Texas 75219 Laurence E. Hirsch	6133		0	6133[4]
8	**Jim Walter Homes Inc.** 1500 N. Dale Mabry Hwy. Tampa, Fla. 33607 Robert W. Michael	5891	0	0	5891
9	**Weyerhaeuser Real Estate Co.** Building QB-6 Tacoma, Wash. 98477 John W. Creighton Jr.	4600	560	240	5400
10	**National Enterprises, Inc.** P.O. Box 7680 Lafayette, Ind. 47903 D.R. Price	1900	2500	700	5100

1. Sales contracts.
2. Single-family detached includes 207 units built by H.R. Remington L.P., acquired in October.
3. Company estimates as of 1/4/89.
4. Units closed. Company unable to break out detached and attached units.

Rank by starts	Company, location, principal officer	For-sale, detached units	For-sale, attached units	Rental units	Total 1988 Starts
11	**M.D.C. Holdings Inc.** 3600 South Yosemite St. Denver, Colo. 80237 David D. Mandarich	4300	500	0	4800
12	**Lewis Homes Group of Cos.** P.O. Box 670 Upland, Calif. 91785 Ralph M. & Goldy S. Lewis	2649	478	1604	4731
13	**William Lyon Co.** P.O. Box 7520 Newport Beach, Calif. 92660 William Lyon	1896	874	1811	4581
14	**Lennar Corp.** 700 N.W. 107th Ave. Miami, Fla. 33172 Leonard Miller	1645	2505	0	4150
15	**Fogelman Properties** 5400 Poplar Memphis, Tenn. 38119 Avron B. Fogelman	0	0	4045	4045
16	**Lincoln Property Co.** 500 N. Akard Dallas, Texas 75201 Mack Pogue	0	0	4012	4012
17	**A.G. Spanos Construction Inc.** 1341 W. Robinhood Drive Stockton, Calif. 95207 Alex G. Spanos	0	3569	0	3569
18	**The Anden Group** 15260 Ventura Blvd., #1700 Sherman Oaks, Calif. 91403 Eugene Rosenfeld	2192	827	424	3443
19	**The Mueller Group** 19550 Pacific Highway South Seattle, Wash. 98188 Henry J. Mueller	0	1700	1780	3480
20	**Kaufman and Broad Home Corp.** 11601 Wilshire Blvd. Los Angeles, Calif. 90025 Bruce Karatz	3400	0	0	3400[1]
21	**Blazer Building Inc.** 1375 Bunker Hill Houston, Texas 77055 Chris Richardson	0	0	3200	3200
22	**Robertson Homes** 6653 Embarcadero Drive Stockton, Calif. 95209 Bart Robertson	20	0	3050	3070
23	**The Worthing Cos.** 5949 Sherry Lane Dallas, Texas 75225 Robert K. Utley III	0	0	3051	3051
24	**Hovnanian Enterprises Inc.** 10 Highway 35 Red Bank, N.J. 07701 Kevork S. Hovnanian	180	2771	0	2951
25	**Citation Builders** 17731 Irvine Blvd. Tustin, Calif. 92680 A. Allen, D. Cheney, S. Schott	2100	800	0	2900
26	**J.L. Mason Group Inc.** 5020 Tamiami Trail North Naples, Fla. 33940 Joseph L. Mason	1850	655	120	2625
27	**V.R.I. Builders** 200 W. Calhoun Temple, Texas 76503-2309 Victor Means	0	0	2620	2620
28	**Presley Cos.** P.O. Box 19672 Irvine, Calif. 92713 Wade Cable	2173	430	0	2603
29	**Colson & Colson Construction Co.** 2741 12th St. S.E. Salem, Ore. 97302 William E. Colson	0	0	2500	2500
29	**Centron Construction Corp.** 3025 112th Ave. N.E. Bellevue, Wash. 98009 James W. Summers	0	2500	0	2500
31	**North American Housing Corp.** P.O. Box 145 Point of Rocks, Md. 21777 R. Carl Benna	1689	675	0	2364
32	**General Homes Corp.** P.O. Box 37148 Houston, Texas 77237 Jim Olafson	2357	0	0	2357

1. Does not include 2000 starts in France and Canada.

Ryland Group, Trammell Crow Co. Are Leaders In For-Sale, Rental Starts

Ninety-five builders started 1000 or more units in 1988, according to this Housing Starts Leaders survey of the Giant 100. The 100th firm—Friendswood Development Co.—started 940 units. In the previous report, *Professional Builder* identified 79 firms that started 1000 or more units.

The 10 largest builders of for-sale housing are (in order): Ryland Group, 9795 units; NVRyan, 8361 units; PHM, 7249 units; U.S. Home, 6293 units; Centex, 6133 units; Jim Walter Homes, 5691 units; Weyerhaeuser Real Estate, 5160 units; M.D.C. Holdings, 5000 units; National Enterprises, 4400 units; and Lennar, 4150 units.

The 10 largest builders of rental housing are (in order): Trammell Crow Residential, 12,023 units; Cardinal Industries, 7314 units; Fogelman Properties, 4045 units; Lincoln Property, 4012 units; Blazer Building, 3200 units; The Worthing Cos., 3051 units; Robertson Homes, 3050 units; V.R.I. Builders, 2620 units; Colson & Colson Construction Co., 2500 units; and Summit Properties, 2233 units.

The top 10 builders this year resembles last year's top 10, with some exceptions. New to the top 10 this year are Centex Corp. (moving up from No. 11 last year) and National Enterprises (not ranked last year).

Falling out of the top 10 are Lincoln Property (to No. 16 from No. 6) and M.D.C. Holdings (to No. 11 from No. 10). □

Rank by starts	Company, location, principal officer	For-sale, detached units	For-sale, attached units	Rental units	Total 1988 Starts
33	**Watt Industries Inc.** 2716 Ocean Park Blvd. Santa Monica, Calif. 90405 Raymond A. Watt	1697	623	0	2320
34	**U.D.C.—Universal Development L.P.** 4812 South Mill Ave. Tempe, Ariz. 85282 Richard Kraemer	1704	559	0	2263
35	**Dominion Developments Inc.** 5911 Orchard St. W. Tacoma, Wash. 98467 J. David Page	0	2255	0	2255
36	**Summit Properties** 212 S. Tyron St. #800 Charlotte, N.C. 28281 William F. Paulsen	0	0	2233	2233
37	**Lusk Co.** 17550 Gillette Ave. Irvine, Calif. 92713 John D. Lusk	1648	48	472	2168
38	**Property Co. of America** 2431 E. 61st St. #800 Tulsa, Okla. 74136 Paul Hinch	0	0	2064	2064
39	**Hunt Building Corp.** P.O. Box 9368 El Paso, Texas 79984 M.L. Hunt	100	1916	0	2016
40	**Tompkins Heritage Homes** 1637 E. Vine St. Kissimmee, Fla. 32743 Steve Hudson, Tom Tompkins	1200	0	800	2000
41	**Calmark Properties, Inc.** 11111 Santa Monica Blvd. Los Angeles, Calif. 90025-3333 John M. Huskey	374	105	1375	1854
42	**J.L. Construction Co.** P.O. Box 369 Carlsbad, Calif. 92008 James L. Franklin	114	0	1726	1840
43	**The Artery Organization Inc.** 7200 Wisconsin Ave. Bethesda, Md. 20814 Allen Geller	32	704	1093	1829
44	**Homestead Land Development** 1777 Murchison Drive Burlingame, Calif. 94010 Lawrence Weissberg	550	0	1232	1782
45	**Lokey Properties** 1800 Bering Drive Houston, Texas 77057 Kenneth R. Lokey	295	126	1356	1777
46	**M/I Schottenstein Homes Inc.** 41 South High St. Columbus, Ohio 43215 Irving Schottenstein	1774	0	0	1774
47	**Standard Pacific L.P.** 1565 W. MacArthur Costa Mesa, Calif. 92626 Ronald R. Foell	1756	0	0	1756
48	**Barnett-Range Corp.** P.O. Box 8189 Stockton, Calif. 95208 Hal Barnett	296	0	1394	1690
49	**Paragon Group Inc.** 7557 Rambler Road #1200 Dallas, Texas 75231 W.R. Cooper	75	0	1586	1661
50	**Forecast Mortgage Corp.** 10670 Civic Center Drive Rancho Cucamonga, Calif. 91730 James P. Previti	1608	0	52	1660
51	**Shelter Canadian Holdings LTD.** 7 Evergreen Place Winnipeg, Manitoba, Canada R3L2T3 Arni C. Thorsteinson	0	0	1625	1625
52	**Picerne Properties** 75 Lambert Lind Hwy. Warwick, R.I. 02886 Ron Picerne	52	0	1572	1624
53	**General Development Corp.** 1111 South Bayshore Drive Miami, Fla. 33131 Robert F. Ehrling	1500	100	0	1600
54	**Clark-Wayland-Tarver Inc.** 4117 N. 44th St. Phoenix, Ariz. 85018-4295 Jere L. Clark	0	1573	0	1573
55	**Warmington Homes** 3090 Pullman Costa Mesa, Calif. 92626 James P. Warmington	1189	210	180	1589

Rank by starts	Company, location, principal officer	For-sale, detached units	For-sale, attached units	Rental units	Total 1988 Starts
56	**The Harkins Group** 12301 Old Columbia Pike Silver Spring, Md. 20904 Thomas P. Harkins	0	234	1317	1551
57	**Corcoran Jennison Cos.** One Heritage Drive Quincy, Mass. 02171 Joseph E. Corcoran	0	376	1155	1531
58	**Prometheus Development Co.** 2600 Campus Drive San Mateo, Calif. 94403 Robert W. Wagner	0	0	1528	1528
59	**Holtzman & Silverman Construction Co.** 30833 Northwestern Hwy. Farmington Hills, Mich. 48018 Buzz Silverman & Jon Holtzman	77	184	1246	1507
60	**Savill/Sanderlin Co.** 644 Ferguson Drive Orlando, Fla. 32805-1014 W.S. Orosz Jr.	1427	72	0	1499
61	**Ahmanson Developments** 1123 S. Parkview Drive Covina, Calif. 91724 Jeffrey A. Slavin	1210	275	0	1485
62	**Embrey Investments Inc.** 750 East Mulberry San Antonio, Texas 78212 Walter Embrey Jr.	0	0	1464	1464
63	**Edward Rose Building Enterprise** 23999 W. Ten Mile Road Southfield, Mich. 48037 Sheldon Rose	27	0	1400	1427
64	**Barratt American Inc.** 30 Fairbanks Irvine, Calif. 92718 Mark L. Frazier	890	480	0	1370
65	**Oriola Homes Corp.** 1151 N.W. 24th St. Pompano Beach, Fla. 33064 Richard D. Levy	196	1030	160	1386
66	**Continental Homes Holding Co.** P.O. Box 60010 Phoenix, Ariz. 85082 Robert J. Wade	1290	50	0	1340
67	**Holly Corp.** P.O. Box 99953 Tacoma, Wash. 98499 Daniel M. Kelley	0	0	1333	1333
68	**Fieldstone Co.** 14 Corporate Plaza Newport Beach, Calif. 92660 Peter M. Ochs	1331	0	0	1331
69	**J.M. Peters Co.** 3501 Jamboree Road Newport Beach, Calif. 92660 James M. Peters	1158	162	0	1320[1]
70	**The Newtowne Group Inc.** 5890 Sawmill Road Dublin, Ohio 43017 William J. Riat	13	0	1288	1301
71	**Beazer Properties Inc.** 4286-D Memorial Drive Decatur, Ga. 30032 Jerald Cohn	1234	64	0	1298
72	**Lexington Development Corp.** 1156 W. Shure Drive Arlington Heights, Illinois 60004 Ronald J. Benach	405	890	0	1295
73	**Midland Housing Industries, Corp.** 2029 Century Park East Los Angeles, Calif. 90067 Gerald M. Lushing	954	322	0	1276
74	**Amrep Corp.** 10 Columbus Circle New York, N.Y. 10019 Lawrence T. Perlmutter	936	72	248	1256
75	**Blosam Contractors, Inc.** P.O. Box 24827 Jacksonville, Fla. 32241 Robert L. Fleckenstein	36	42	1176	1254
76	**Patt Organization** 422 Allegheny St. Hollidaysburgh, Pa. 16648 P. Jules Patt	246	1001	0	1247
77	**Contempri Homes** Stauffer Industrial Park Taylor, Pa. 18447 Victor DePhillips	1017	221	0	1238
78	**Woodcrest Development Inc.** 17911 Mitchell Ave. Irvine, Calif. 92714 Ronald J. Gilles	1056	179	0	1235

1. Fiscal year 3/1/88 to 2/28/89

Rank by starts	Company, location, principal officer	For-sale, detached units	For-sale, attached units	Rental units	Total 1988 Starts
79	**Griffin Homes** P.O. Box 9610 Calabasas, Calif. 91302 Paul E. Griffin Jr.	1206	0	0	1206
80	**International American Homes** 1620 Route 22 Union, N.J. 07083 Robert H. Winnerman	600	600	0	1200
81	**Fairfield Communities, Inc.** 2800 Cantrell Road Little Rock, Ark. 72202 C. Randolph Warner Jr.	517	655	0	1172
82	**Corvill Development Corp.** 1926 10th Ave. North Lake Worth, Fla. 33461 Richard Siemens	250	900	0	1150
83	**Lycon Group** 15303 Ventura Blvd. Sherman Oaks, Calif. 91403 D. Francescon, R. Francescon, Wm. Lyons	12	1120	0	1132
84	**Coast Fed Properties** 9090 Wilshire Blvd., Third Floor Beverly Hills, Calif. 90211 Alan Casden	289	124	700	1113
85	**McKellar Dev. of La Jolla** 1250 Prospect St. La Jolla, Calif. 92037 Christopher S. McKellar	102	1010	0	1112
86	**Goldrich and Kest** P.O. Box 3623 Culver City, Calif. 90231-3020 Warren Breslow	162	204	741	1107
87	**W.O. Brisben Cos. Inc.** 4750 Ashwood Drive Cincinnati, Ohio 45241 W.O. Brisben	0	0	1097	1097
88	**Calibre Co. of Georgia Inc.** 2100 River Edge Parkway Atlanta, Ga. 30328 Larry T. Bennett	0	0	1082	1082
89	**Drees Co.** 211 Grandview Drive #300 Fort Mitchell, Ky. 41017 Ralph A. Drees	653	165	270	1088
90	**Valencia Co.** 23823 Valencia Blvd. Valencia, Calif. 91355 Gary Cusumano	387	483	216	1086
91	**Evans Withycombe Inc.** 4455 E. Camelback Road Phoenix, Ariz. 85018 Stephen O. Evans	0	60	980	1040
92	**Weekley Homes Inc.** 1300 Post Oak Blvd. Houston, Texas 77056 David M. Weekley	1035	0	0	1035
93	**Shelter Contractors Inc.** P.O. Box 2324 Greenville, S.C. 29602 Richard S. McAdams	0	0	1018	1018
94	**H.C. Elliott Inc.** 11093 Sun Center Drive Rancho Cordova, Calif. 95670 Harry C. Elliott III	1001	0	0	1001
95	**Zaremba Development Co.** 14500 Detroit Road Lakewood, Ohio 44107 Alan F. Scott	0	0	1000	1000
96	**Kentlooke Homes Inc.** P.O. Box F Greenwood, Del. 19950 John Mervine Sr.	845	135	0	980
97	**Coscan Development Corp.** P.O. Box 428 Toronto, Canada M5X1H9 L. Ross Cullingworth	675	302	0	977
98	**Shea Homes** 655 Brea Canyon Road Walnut, Calif. 91789 Roy Humphreys	740	218	0	958
99	**Mahaffey Co.** 3700 Pompano Drive S.E. St. Petersburg, Fla. 33705 Thomas, James & Mark Mahaffey	0	0	950	950
100	**Friendswood Development Co.** P.O. Box 2567 Houston, Texas 77252-2567 James Thompson	940	0	0	940

1. U.S. starts only. Does not include 814 Canadian starts.

One-Third Of Giant 100 Call California Home

Thirty-two of the Housing Starts Leaders have headquarters in California. But the influence of the Golden State is even more wide ranging. Many of the builders on this report also have operations there though their headquarters are elsewhere.

Altogether, 26 states plus Canada are represented in the Giant 100. Two Giants have headquarters in Canada.

Largest builder in California is No. 12, Lewis Homes of Upland. This Giant started 4731 units in 1988.

Texas is headquarters to 14 Giants, including three in the top 10 — Trammel Crow (No. 1); U.S. Home (No. 6) and Centex Corp. (No. 7).

Florida is home to 10 Giants. Largest builder from the Sunshine State is No. 8, Jim Walter Homes with 5691 starts.

Other headquarters states are Ohio and Washington, each with five firms; Maryland and Arizona, each with four firms; Michigan, three firms; Georgia, New Jersey and Pennsylvania, each with two. The following states have one builder each headquartered there: Arkansas, Colorado, Delaware, Illinois, Indiana, Kentucky, Massachusetts, New York, North Carolina, Oklahoma, Oregon, Rhode Island, South Carolina, Tennessee and Virginia. □